



# Export University 101

**Export University 101** – A comprehensive training seminar that will help you learn the nuts and bolts of exporting while developing a global strategy for your business. Get first-hand knowledge from the experts, while taking charge of your unique and personalized International Business Plan to grow your international business successfully. From industry experts to our very knowledgeable community partners, Export University will help small businesses that are new to exporting as well as those with a blossoming international business to identify the best markets for your products or services and the steps needed to connect with new customers worldwide.

This **Export University** session is part of Hawaii's State Trade Expansion Program, also known as **HiSTEP**, designed to assist small businesses in Hawaii with growing their export business in markets around the world.

The HiSTEP program has three key components that you will learn about in the seminar:

1. **Export Readiness Program** – training and mentoring
2. **Company Assistance** – funding awards up to \$7,500
3. **Hawaii Pavilions** – support at major trade shows

The Export Readiness Training Program will help you to begin or expand your export market development through training and mentoring. **The world is open for your business, so come learn how you can start or further develop your export strategy!**

**HURRY! SPACE IS LIMITED** - Secure your place and register today!



## Seminar Schedule

**January 11, 2018**

- 8:45am Registration
- 9:00am Export University 101 Program
- 1:00pm Pau & Networking

## Session Information

Hawaii Foreign-Trade Zone No. 9  
Homer Maxey International Trade Center  
ITC Conference Room, 2nd Floor  
521 Ala Moana Boulevard, Pier 2  
Honolulu, Hawaii 96813

**Cost: FREE**

## Seminar Registration

<https://histep2018-export101.eventbrite.com>

Pre-registration is required for seminar.  
Deadline to register is **January 9, 2018**

**Questions? Call (808) 522.8040**

Neighbor Island companies are encouraged to participate via livestreaming:

[https://zoom.us/webinar/register/WN\\_eSdEqIvcRZert7gy7IGq\\_g](https://zoom.us/webinar/register/WN_eSdEqIvcRZert7gy7IGq_g)

## HiSTEP Program Information

To learn more about the HiSTEP program:  
<http://invest.hawaii.gov/exporting/histep>.

2018 offers new opportunities to boost your business with export training for YOUR target markets!